

National Office of the American Lung Association (ALA)

Goals and Objectives

Goal 1: Evaluate the impact of the Comprehensive Asthma Management Program (CAMP) initiative in eight pilot settings to obtain information that can inform National ALA efforts to increase the number of “asthma-friendly” schools nationwide.

Objective 1: By the end of the fiscal year, the National ALA office will develop evaluation tools and processes to support the CAMP evaluation.

Indicators:

1. Evaluation tools are written.
2. Number of evaluation tools distributed to appropriate audiences among key stakeholders.
3. Eight pilot sites and appropriate audiences among key stakeholders are given specific guidance on how to collect and submit evaluation data.
4. Eight pilot sites and appropriate audiences among key stakeholders are given specific guidance on how to support other aspects of the CAMP evaluation.
5. People at pilot site are trained on using the data management system.
6. Communication system developed and functioning.

Objective 2: By the first half of the fiscal year, the National ALA office will have sponsored an AFSI Toolkit training for all eight pilot site coordinators and 80% of the pilot site stakeholders.

Indicators:

1. Number of trainings.
2. Characteristics of audience that attended the training.
3. Number of participants.

Objective 3: By the end of the fiscal year, the National ALA office will collect and aggregate qualitative data, three quarterly data sets, and one annual data set from eight pilot sites.

Indicators:

1. Number of site visits, focus groups and conference calls conducted.
2. Number of pilot sites that submitted quarterly and annual data to the National ALA office.

Objective 4: By the end of the fiscal year, the National ALA office will conduct a minimum of six Asthma Friendly School Initiative (AFSI) Toolkit trainings, three focus groups, 60 conference calls, and six site visits with the pilot sites to support the CAMP evaluation.

Indicators:

- 1.1 Number of AFSI Toolkit trainings provided by the National ALA office.
- 1.2 Characteristics of audience that attended the training.
- 1.3 Numbers of participants.
- 2.1 Number of focus groups held by the National ALA office.
- 2.2 Characteristics of audience involved in the focus group.
- 2.3 Number of participants.

- 3.1 Number of conference calls held by the National ALA office.
- 3.2 Characteristics of audience that participated in the conference calls.
- 3.3 Number of participants.

- 4.1 Number of site visits conducted by the National ALA office.
- 4.2 Characteristics of audience interviewed/observed during the site visit.
- 4.3 Number of participants.

Objective 5: By the end of each quarter for each fiscal year, the National ALA office will update their CAMP evaluation database with pilot-site evaluation data.

Indicators:

- 1. Dates and times the database was updated with the pilot site data.

Objective 6: The National ALA office will develop quarterly evaluation reports by April 30, July 31, October 31, and January 31.

Indicators:

- 1. Number of reports developed.

Objective 7: The National ALA office will disseminate a total of three quarterly and one annual evaluation report to the pilot sites within 30 days after completion.

Indicators:

- 1. List of appropriate members among the key stakeholders receiving reports.
- 2. Number of reports sent to each stakeholder.